



Departing Employees, Trade Secrets and Data Loss in the Age of COVID-19

**Tuesday
August 18, 2020**

MCLE Registration: 11:30 a.m. - 12:00 p.m.

Program: 12:00 - 1:15 p.m.

MCLE: 1 Hour

To receive MCLE credit, you must sign in during the designated MCLE registration period. This activity is approved for Minimum Continuing Legal Education credit by the State Bar of California. BASF is a certified provider. Provider #103

Location

Online Only

Cost

FREE for BASF Members
\$30 Others

Event Code

G201620

Speakers



Brent Bersin
FTI Consulting

Brent Bersin is a Senior Managing Director in the Forensic & Litigation Consulting practice of FTI Consulting. For 25 years, his practice has focused on providing financial and economic consulting, damages quantification, valuation, and expert witness services to clients in the context of intellectual property and commercial disputes. Based in Houston, Brent has significant intellectual property experience, which includes market assessments, valuation, licensing, and the calculation of reasonable royalty, lost profits, unjust enrichment and price erosion damages in matters involving unauthorized use of trade secrets, trademarks, trade dress, patents, and copyrights.



Jared Trent
FTI Consulting

Jared Trent is a Senior Director at FTI Consulting and is based in Houston, TX. Mr. Trent has over a decade of experience in e-discovery and computer forensics, has testified as an expert witness as well as conducted direct and cross-examination of expert witnesses, and has extensive experience in the examination of computer systems and media. He has performed forensic collections and investigations in countries spanning North and South America, Africa, and Europe.



Jessica Kelman
Pure Storage, Inc.

Jessica Kelman is Senior Ethics & Compliance Counsel at Pure Storage, Inc., a pioneer and innovator in all-flash storage located in Mountain View, California. At Pure, she is part of the "Best Legal Team on the Planet" and spearheads many of Pure's legal compliance efforts across a variety of subject areas. For trade secrets, she works closely with Pure's product legal and intellectual property teams and other stakeholders to develop and manage controls around departing employees to protect Pure's intellectual property and confidential business information.

There is no question that COVID-19 has disrupted the workplace in profound ways. While the implications and timeline of this disruption are only just beginning to be fully realized, it's clear that the transition to remote work for the vast majority of corporate employees has made data potentially more vulnerable to compromise, leakage and theft. Additionally, the pandemic's upheaval of the global economy means that workforce shifts or reductions are likely inevitable. How can a corporation protect sensitive data in these circumstances? How do organizations detect and respond to data leakage and/or theft when it happens? And once data is compromised and litigation started, how do businesses put a value on what was lost? Join forensic and trade secret theft experts as they discuss these hot-button issues and share techniques for developing a proactive and prepared stance to face them.

Topics

- Techniques for protecting data that is no longer under strict corporate control due to remote work scenarios
- Specific data theft and leakage issues that may arise due to force reductions and furloughs of remote employees
- Detecting and investigating abnormal data practices, data compromise and even theft of trade secrets
- Calculating the cost and impact of a data loss or theft once it has happened, including valuation and damages models

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